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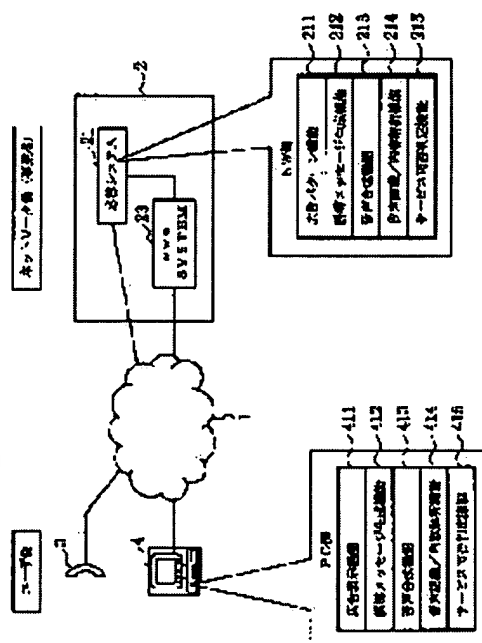
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(54) USER INPUT TYPE ADVERTISEMENT METHOD AND SYSTEM, SERVER DEVICE AND USER TERMINAL, AND PROGRAM AND STORAGE MEDIUM THEREFOR

(57)Abstract:

PROBLEM TO BE SOLVED: To enhance the degree of recognition of an advertisement to raise the advertisement effect and allow a user to receive a main service free of charge or at a cut rate by utterance or key input of the relevant advertisement by the user.

SOLUTION: A server 2 transmits a message for guiding a user to say a keyword related to the advertisement through a user terminal 4, and when the user says the correct keyword, an additional service, for example, the receipt of the main service free of charge or at a cut rate, is provided. A response system 21 in the server 2 comprises an advertisement pattern function 211, a guide message generating function 212, a voice synthesizing function 213, a voice recognition/content analyzing function 214, and a service propriety determination function 215, and the PC 4 comprises an advertisement display function 411, a guide message generating function 412, a voice synthesizing function 413, a voice recognition/content analyzing function 414, a service propriety determination function 415, and the like.



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1. This document has been translated by computer. So the translation may not reflect the original precisely.
2. **** shows the word which can not be translated.
3. In the drawings, any words are not translated.

CLAIMS

[Claim(s)]

[Claim 1] In the digital-television-broadcasting receiver which receives the digital television broadcasting to which the advertising auxiliary information corresponding to advertising contents is sent out to advertising auxiliary information The access information for accessing the alphabetic information and the advertiser server related to corresponding advertising contents is included. When advertising contents are displayed and advertising auxiliary information-display instructions are inputted by user operation A means to display the alphabetic information within the advertising auxiliary information corresponding to the advertising contents concerned, And when the alphabetic information within advertising auxiliary information is displayed and access instructions are inputted by user operation, it connects with an advertiser server based on the access information included in the advertising auxiliary information concerned. The digital-television-broadcasting receiver characterized by having a means to transmit the information for specifying a user to an advertiser server.

[Claim 2] In the digital-television-broadcasting receiver which receives the digital television broadcasting to which the advertising auxiliary information corresponding to advertising contents is sent out to advertising auxiliary information The access information for accessing the alphabetic information and the advertiser server related to corresponding advertising contents is included. When arbitrary programs are broadcast and an advertising contents list display command is inputted by user operation The means on which the list screen which consists of a list of the advertising contents broadcast in the program concerned is displayed, When predetermined advertising contents are chosen from a list screen by user operation A means to display the alphabetic information within the advertising auxiliary information corresponding to selected advertising contents, And when the alphabetic information within advertising auxiliary information is displayed and access instructions are inputted by user operation, it connects with an advertiser server based on the access information included in the advertising auxiliary information concerned. The digital-television-broadcasting receiver characterized by having a means to transmit the information for specifying a user to an advertiser server.

[Claim 3] A digital-television-broadcasting receiver given in either of the claims 1 and 2 characterized by containing the contact to an advertiser in the alphabetic information within advertising auxiliary information.

[Claim 4] A digital-television-broadcasting receiver given in either of the claims 1, 2, and 3 characterized by having a means to memorize the history information which accessed the advertiser server, and a means to notify a broadcasting industry company of the above-mentioned history information.

[Translation done.]